DANA YONCHAK  
**Strategic HR Leader | Talent Management & Organizational Development | Workforce Transformation**

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**PROFESSIONAL SUMMARY**

**Executive HR and Talent Management Leader**  
Strategic and results-driven HR executive with demonstrated success leading enterprise-wide initiatives in talent management, change leadership, employee engagement, and organizational development. Designs and executes forward-thinking and data-informed HR and people strategies that optimize performance, drive workforce agility, strengthen culture, and align talent and business goals. Adept at scaling HR solutions and business process improvements for organizations ranging from 150 to 50,000 employees. Trusted HR business partner and coach to teams, elevating people, performance, and organizational effectiveness.

**SKILLS**

HR Strategy • Workforce Planning • Talent Management • Organizational Design • Culture Transformation • Change Management • Employee Engagement & Retention • Talent Acquisition • Employer Branding • Organizational Learning & Development • Training & Skill-building • Strategic Communications • Performance Management • Employee Relations • HRIS Innovation • Equity & Inclusion • On/Off-boarding

# WORK EXPERIENCE

**Commonwealth of Massachusetts 2018 - 2025**

*Senior Director Human Resources/Talent Management*

Executive HR leader driving HR and talent management strategy and execution for the diverse 50,000-person workforce of Massachusetts state government employees. Leading the vision for change and HR transformation in workforce planning, talent acquisition and employer branding, organizational development, employee engagement and experience, and talent management. Member of HR executive leadership team recruited to drive change management and innovation efforts. Developed, scaled and led teams of teams, from 4-13 direct reports.

* Created and defined a new mission and operating model for the Office of Employee Advancement that I led, to stand up teams that served as Centers of Excellence for Workforce Planning/Talent Acquisition, Organizational Learning and Development, and Employee Engagement and Retention.
* Collaborated regularly with 11 senior HR business partners across the Commonwealth, and an additional 100 HR business partners across state agencies reporting up to the Governor on matters related to HR and talent strategy, program management, policy, governance, and employee relations.
* Spearheaded enterprise-wide talent development strategies to boost employee engagement and sentiment, improve performance, expand skills and competencies, and optimize staffing structures.
* Developed and introduced new strategies and technologies to expand and diversify talent pipelines and fortify inclusion, including design and launch of a new skills-based hiring website portal that attracted 5,000+ views in its first 3 months, creation and delivery of new trainings to support change management in hiring processes assigned as required training to 8,000 managers and supervisors, leadership of an enterprise employer re-branding initiative, and implementation of the Handshake recruiting platform, increasing early career candidate attraction by 50%.
* Redefined performance evaluation and employee learning models, processes, and resources to ensure regular and continuous feedback, effective coaching conversations, resources for training and upskilling, and scaled up opportunities for public recognition of employee achievements.
* Drove enterprise HRIS initiatives to modernize platforms, improve business process and operations, automate workflows, and design/rollout new visual dashboards for metrics, doubling my team’s service response speed and increasing dashboard utilization by 100%.
* Evaluated, procured and deployed Cornerstone OnDemand Learning Management System (LMS) within a constrained 8-month timeline, including data migration and retirement of former system, for full 50,000 employee workforce. I defined and led 10 working teams, comprised of 100+ employees across the enterprise. to support implementation and ensure input, feedback, and buy-in. I planned and created strategic communications for pre-launch, launch and rollout, resulting in 98% employee engagement in year one, increasing mandatory employee training completion from 45% to 98%, and promoting continuous learning and upskilling opportunities and access for all employees.
* Improved job applicant and candidate experience by streamlining hiring processes and onboarding, reducing candidate time spent on duplicated transactional activities, while maximizing cultural immersion, and creating a welcoming introduction and orientation to the Commonwealth.
* Delivered and executed HR policies to address risk management and ensure employee education and compliance.

**Linkage Leadership Development** (a SHRM Company) **2015 – 2018**

*Senior Vice President, Marketing and Engagement*

Global management consulting firm, specializing in leadership development, executive coaching, and organizational design.

* Member of executive leadership team, leading and developing a team of 3-5 direct reports to deliver marketing, communication, and engagement strategies for both internal and external audiences for leadership consulting services.
* Collaborated directly with global partners and principal consultants to enhance marketing resources and delivery of services, improve client communications, and expand business development materials.
* Executive coach and discussion facilitator for global leadership development conferences/events.
* Key contributions to thought leadership and research in the development of the leadership book *Become: The Five Commitments of Purposeful Leadership.*

**FSG Social Impact Advisors** **2009 – 2014**

*Senior Vice President, Communications and Marketing*

Global nonprofit management consulting firm, working with corporate and nonprofit partners to address corporate social responsibility and social impact initiatives.

* Member of senior leadership team, establishing a new department, and leading a team of 2-4 direct reports.
* Developed, designed, and distributed research-driven white papers and other thought leadership, distilling and refining the presentation of findings from client consulting engagements.

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* Partnered in the creation, design, and launch of large, cross-sector coalition-building initiatives, including the *Collective Impact Forum*, a consortium created to connect and convene multiple corporate clients and non-governmental organizations (NGOs) to address complex global, social and environmental issues including public health crises, education access, and poverty alleviation.

# ADDITIONAL WORK EXPERIENCE

**H&R Block Tax Services**: *Vice President, Regional Marketing*   
Retail consumer tax preparation and financial services.

**On Call Marketing:** *Founder*Independent marketing consulting services for financial, consumer, and media industries.

# AFFILIATIONS

Senior HR Leadership Network (SHRN)

Southern Massachusetts HR Leaders (SMHR)

Human Resources Leadership Forum (HRLF)

# EDUCATION

**Boston University College of Communications**Bachelor of Science degree in Journalism

**TECHNOLOGY & TOOLS**

* *HRIS*: Cornerstone, Oracle, Taleo, PeopleSoft
* *Data Analytics*: Microsoft Power BI, SurveyMonkey, Google Analytics
* *Engagement Tools*: Microsoft Forms, Formstack, ServiceNow
* *Recruiting Platforms*: LinkedIn, LinkedIn Recruiter, Handshake, Oracle
* *Communication Tools*: Constant Contact, MailChimp
* *Web Content Management Systems*: Drupal, WordPress, Google Analytics
* *Productivity Software*: Microsoft Word, Excel, PowerPoint, Outlook, Teams, Zoom

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